

The process utilizing the inter mode (6, 7) with motion estimation (12) with respect to a reference image and the intra mode (7), characterized in that: an exclusion zone (4) which includes the macroblocks which lie even partially in the location of the imageette is defined in the image, the motion estimation (12) of the macroblocks of the image not belonging to the exclusion zone cannot take account of an image block belonging to the exclusion zone in the reference image. Applications relate to the coding of images which is compatible with the inserting of logos or other imageettes specific to the utilizer. They also relate to the real-time coding of images comprising insets.